Listing of Claims

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

1. (currently amended) A method for generating Bursting-messages on the window of a ~~user's~~ Web-terminal while ~~browsing~~ a user browses a Web-site from said Web-terminal, comprising the steps of:

    a) Providing indication related to the connection of said user to said Web-site;

    b) ~~Sending~~ determining an identification of said user, and sending data required for generating a Burst-message on said Web-terminal to the Web-terminal of said identified user, said data including content and at least one of script and executable file for generating said Burst message on said Web terminal;

    c) Generating a Burst-message on said Web-terminal using said data.

2. (currently amended) A method according to claim 1, further comprising providing to said user, interaction means in said Burst-message, for the interaction of said user with at least one of said Burst-message ~~and/or with~~ and said Web-site.

3. (currently amended) A method according to claim 1 or 2, wherein said Burst-message is generated by dynamically writing ~~an HTML layer and/or~~ at least one of JavaScript ~~and/or~~ and VBS script.

4. (currently amended) A method according to claim 1 or 2, wherein the data required for generating a Burst-

message is sent to said Web-terminal in the time
periods when ~~potentially~~ no other data is downloaded
into said Web-terminal from said Web-site.

5. (currently amended) A method according to claim 1 ~~or 3~~,
   further comprising storing said sent data in said Web-
   terminal prior to the display of said Burst-message.

6. (original) A method according to claim 2, wherein said
   Burst-message provides link(s) to one or more Web-
   site(s).

7. (original) A method according to claim 1 or 2, wherein
   said indication is provided by executing a software
   component embedded in Web-page(s) of said Web-site,
   browsed by said user.

8. (original) A method according to claim 1 or 2, wherein
   said identification is carried out by using the IP
   address of said user.

9. (currently amended) A method according to claim 1 or 2,
   wherein the data required for generating a Burst-
   message is a software component(s)<u>,</u> ~~and/or~~ multimedia
   data ~~and/or~~ <u>and</u> textual data.

10. (currently amended) A method according to claim ~~1 or 2~~,
    <u>9</u> wherein said Burst-message is generated on said Web-
    terminal by <u>at least one of</u> executing said software
    component(s) ~~and/or~~ <u>and</u> displaying one or more
    components of said multimedia data.

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11. (original) A method according to claim 1 or 2, wherein said Web-terminal is a computer.

12. (original) A method according to claim 1 or 2, wherein said Web-terminal is a set-top box.

13. (original) A method according to claim 1 or 2, wherein said Web-terminal is a device able to execute a DHTML page.

14. (original) A method according to claim 1 or 2, wherein said Burst-message is interactive or passive.

15. (original) A method according to claim 1 or 2, wherein said Burst-message is terminated as a result of a predefined event.

16. (original) A method according to claim 1 or 2, wherein said Burst-message is terminated as a result of an input from said user.

17. (original) A method according to claim 1 or 2, wherein said Burst-message comprises entertainment components.

18. (original) A method according to claim 1 or 2, wherein said Burst-message comprises advertising components.

19. (original) A method according to claim 1 or 2, wherein said Burst-message comprises chat components.

20. (currently amended) A system for generating Bursting-messages, comprising:

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A web-terminal ~~for displaying Burst-messages~~;

A Web-server for storing files and software components required for the operation of ~~said~~ a Web-site, for indicating the presence of a user browsing said Web-site <u>from said Web-terminal</u> and for identifying said user by ~~its~~ <u>an</u> IP address <u>of said web-terminal</u>;

A Burst-server for storing ~~the~~ Burst-messages data<u>,</u> <u>wherein upon request, said Burst-server sends said Burst-messages</u> data including content and ~~executional files needed~~ <u>at least one of script and executable file</u> for ~~the~~ generation of said Burst-messages <u>on said Web-terminal</u>.

21. (original) A system according to claim 20, wherein said Web-terminal is a computer.

22. (original) A system according to claim 20, wherein said Web-terminal is a set-top box.

23. (original) A system according to claim 20, wherein said Web-terminal is a device able to execute DHTML pages.